

# Sunset

## Sunset announces International Wine Competition

Dear Fellow Wine Enthusiasts,

**Sunset Magazine, the leading media brand of the Western Lifestyle, is launching an International Wine Competition for 2012, and we would like to invite you to participate and help us get the word out!**

Sunset's readers love wine, and are 362% more likely to drink wine weekly—or more often—than the average U.S. consumer. We are thrilled to create a program that will help our readers discover the best wines from around the world to fit their casual, adventurous lifestyle.

For the past six years, the magazine has focused on revealing the “Best of the West” wine with an invitational Western Wine Awards program. The program has grown in size and influence every year, and in 2011, our judges nominated more than 500 wines. The winners, whose wines are featured in the magazine, consistently tell us that they see a great response from our 4.7 million enthusiastic readers.

We have outgrown the invitation-only structure. So this year we are stepping up to a full medal-competition model—open to any winery to enter—with careful Sunset checks and balances to maintain the highest possible integrity.

■ First, we are committed to gathering the best judges in the West. Our honorary chair for Winemaker judges is **Joel Peterson**, founder and winemaker of Ravenswood Winery, and widely considered one of the deans of West Coast winemaking. His single-vineyard, old-vine Zinfandels are the stuff of legend. Our honorary chair for Trade and Education (Sommeliers/Retailers/Instructors) judges is **Tim Gaiser, MS**. As Education Chair for the American Chapter of the Court of Master Sommeliers, Tim has been responsible for teaching thousands of our country's top sommeliers. He has experience in all phases of the wine industry: wholesale, retail, online, winery, and restaurants. And serving as honorary chair for Journalists is our own **Sara Schneider**, wine editor at Sunset.

■ Second, we are making sure our logistics are absolutely airtight, partnering with long-time competition organizer **Rebecca Murphy**, with the Dallas Morning News and TexSom International Wine Competition, to run our operations and database.

■ Third, we are committed to a robust international competition, and are working with **Paul Wagner** and Balzac Communications to insure great representation from the best winemakers in key wine regions, not only in the West but around the world.

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### Why enter the Sunset International Wine Competition?

- Consumers in the Western U.S. drink more wine than consumers in the rest of the U.S. They are 54% more likely to drink wine weekly or more often than the average U.S. consumer.
- With a Western audience of 4.7 million in print and 900,000 online each month, Sunset influences a bigger concentration of wine drinkers in the U.S. than any other media outlet, by far.
- Sunset readers love wine! Readers are 362% more likely to drink wine weekly or more often than the average U.S. consumer.
- Sunset readers drink 9,164,000 glasses of domestic wine and 1,740,000 glasses of imported wine in an average week.
- And they have the money to buy wine, with an average household income of \$91,748.
- Our readers trust and follow our recommendations. 99.5% of our readers have taken action after reading Sunset.

Sources: Western Trends Report, Angus Reid Strategies, 1/09; MRI Spring 2011; Omniture Sept 2011; 2010 Doublebase MRI; MRI Spring 2011; Sunset Readership Study, 2/11



Joel Peterson,  
Ravenswood Winery



Tim Gaiser, MS



Sara Schneider,  
Sunset



Rebecca Murphy,  
Dallas Morning News and  
TexSom International Wine  
Competition



Paul Wagner,  
Balzac Communications

## SUNSET INTERNATIONAL WINE COMPETITION

■ Fourth, we are committed to promoting the winners in a way that no other competition can do: in Sunset magazine, to our 4.7 million loyal readers; on Sunset.com, to our 900,000 unique visitors per month; at our consumer events, which reach tens of thousands of consumers; and even on the new Sunset tablet edition, which launches January 2012.

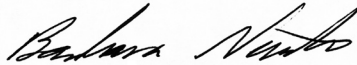
Given Sunset's credibility, reach, and influence—and the highly talented team we have assembled to manage this competition—the Sunset International Wine Competition has the potential to be the most important competition in the country. We hope you will join us in spreading the word and participating in this important inaugural year.

We would love to hear from you! Any questions or comments, please drop us an email at [schneiders@sunset.com](mailto:schneiders@sunset.com) or [newtonb@sunset.com](mailto:newtonb@sunset.com).

Best regards,



**Sara Schneider**  
Sunset Wine Editor



**Barb Newton**  
Sunset President

### Some details on the competition:

- **Call for Entries will open March 1, 2012, and close June 1, 2012**
- **Online entry fee is \$95 per bottle**
- **Judging will be at the Sunset headquarters July 9-11, 2012**
- **Award winners will be announced in the November 2012 issue of Sunset and on sunset.com, beginning November 1, 2012**
- **Winners will be featured in a variety of multi-media promotions throughout the year**
- **Full competition details will be available on sunset.com/winecompetition by March 1, 2012**